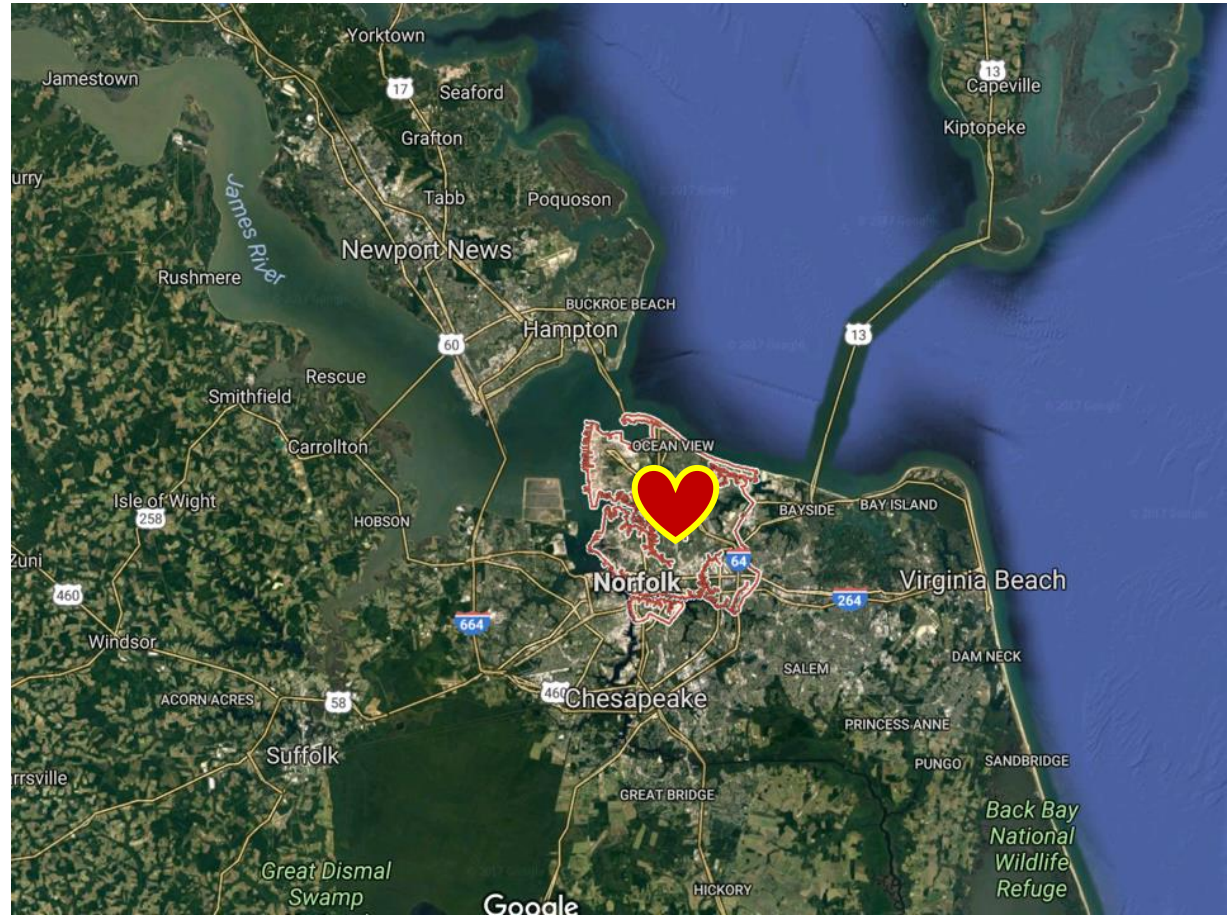


**Norfolk's St. Paul's
Community:
A Transformation of People and**

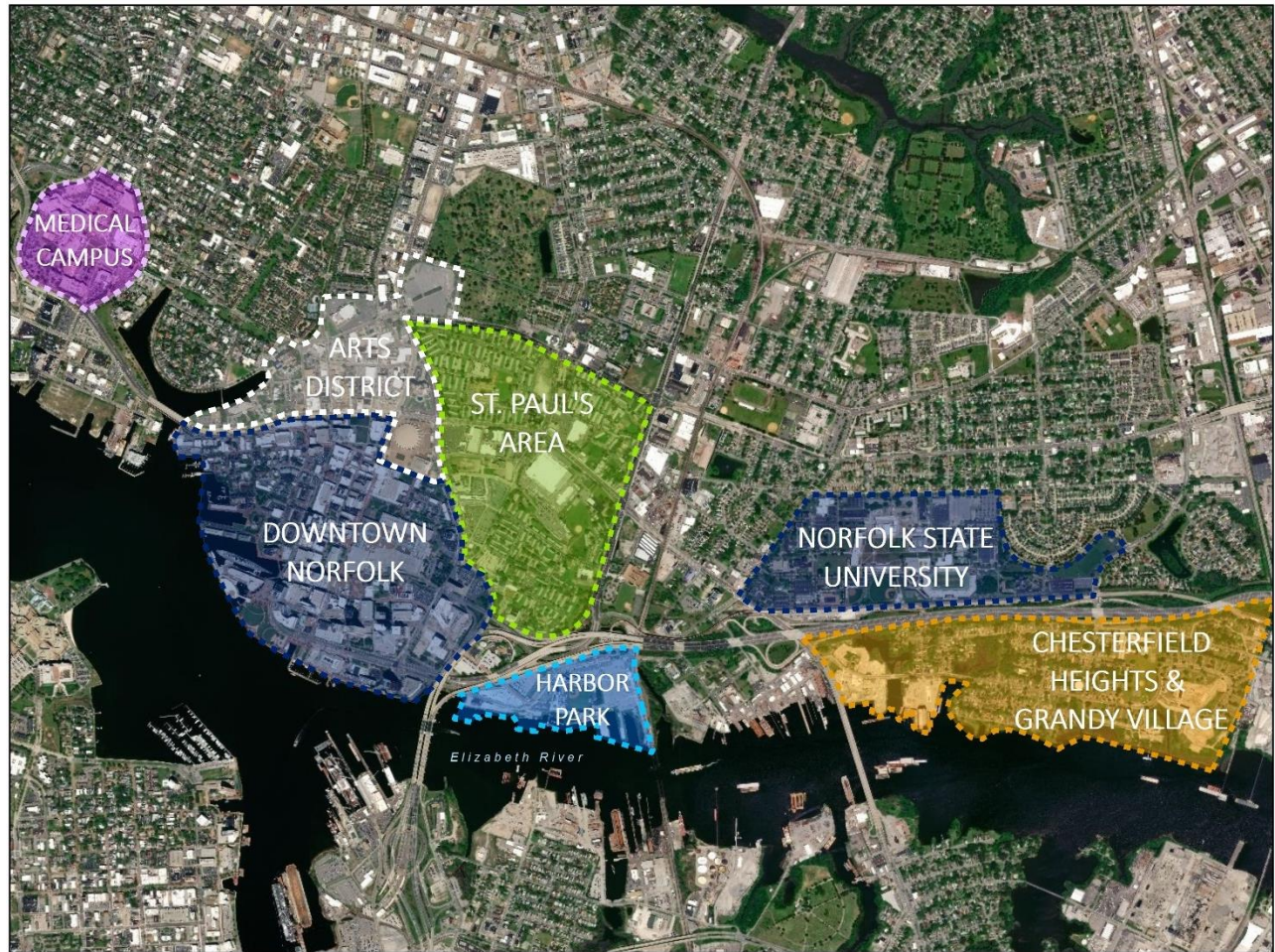
Norfolk is the Heart of a Region of 1.7 Million

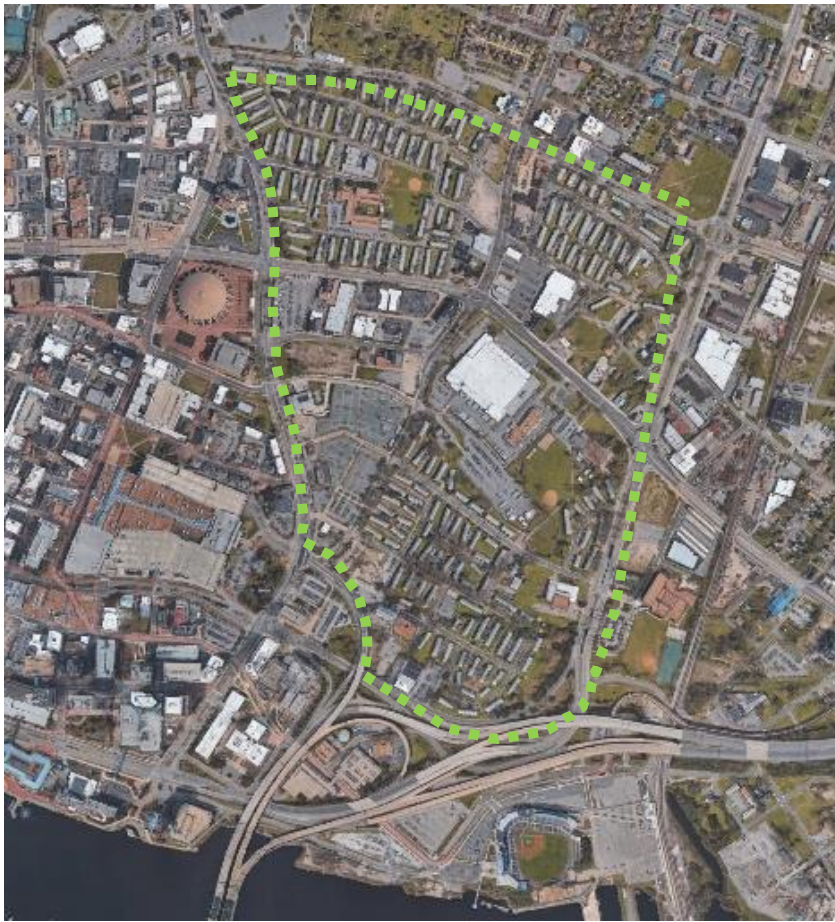
- Less than a 30-minute drive from Norfolk to the farthest of our six sister cities
- A strong Norfolk means a strong, vibrant region



Orientation to the City & Neighborhood

- 230 acres adjacent to Downtown, Norfolk's strongest real estate market
- Within $\frac{1}{2}$ mile of four Light Rail stations
- Good regional interstate access





Today, the area faces significant neighborhood, economic, and coastal resilience challenges.

NEIGHBORHOOD CHARACTERISTICS

	St. Paul's	Norfolk
Land Area	230 acres	61,430 acres
Population	4,600	246,000
% Non-White	98%	57%
Poverty rate	70%	19%
Median Household Income	\$12,000	\$44,000
Real estate tax revenue	\$300,000	\$205,900,000
Jobs	1,200	23,900

Addressing Challenges

- Frequent stormwater and coastal flooding
- Large stock of obsolete public housing
- Outdated infrastructure systems
- Concentrated poverty and racial segregation
- Minimal economic activity



Sea Level Rise in St. Paul's

Number of days Norfolk experienced nuisance flooding over 3 feet in 2015:

10



Source: City of Norfolk; ; "A Sharp Increase in 'Sunny Day' Flooding," *New York Times*

A Resilient Community

- A resilient park system
- Connectivity
- Critical to increasing development land value





Sources: City of Norfolk, Norfolk GIS

~70% Publicly Owned Land

Low tax revenue generation is because a majority of the land in St. Paul's Area is publicly owned, and several parcels are underutilized.

- Location of three public housing communities
- Orange square: Federally Owned Post Office
- Green square: City Owned
- Blue square: NRHA Owned

City's Commitment

- Raised local resources - 1.9 cents (\$3.5 million) for People First Initiative
- Local Capital Support - \$83 million FY 20-24
- Highlighting Opportunity Zones
- Maximizing Federal Resources
 - Housing and Urban Development - \$30 million
 - Army Corps of Engineers – Coastal Flooding
 - Dept. of Transportation – BUILD

Opportunities to Collaborate

- Continued Support for the Housing Trust Fund and Stormwater Local Assistance Fund
- Continued support of LIHTC
- Resources for housing site readiness to support private sector redevelopment

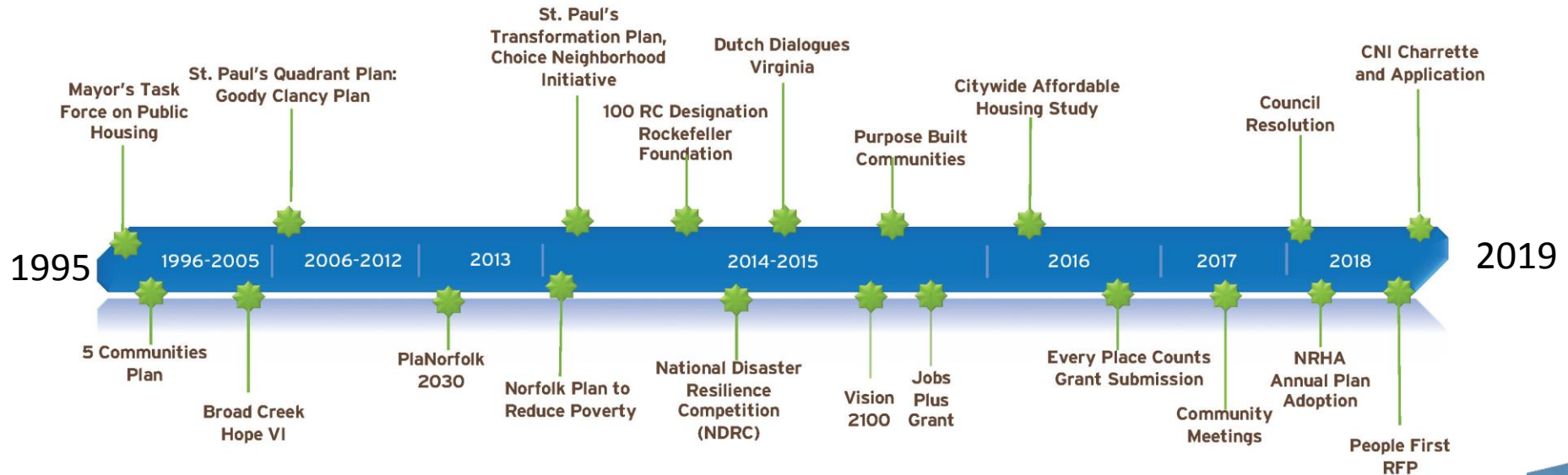


St. Paul's Area Transformation Choice Neighborhood Initiative



St. Paul's Area Transformation: Timeline

PRIOR STUDIES, INITIATIVES, AND PLANNING EFFORTS



Guiding Principles



Community redevelopment decisions shall be family-focused.



Satisfying the housing choices of families affected by the redevelopment of their communities shall be the highest priority.



Economic development benefits can mitigate costs but not outweigh family-focused decision making.



Revitalization strategies shall strive to have positive impacts on surrounding neighborhoods.



Collaborative partnerships shall be pursued to assist families in building capacity to make successful choices.



Decision making will reflect continuous input, transparency and feedback from all stakeholders.

A Transformation Championed by the Leadership



Mayor Alexander leads community sessions to fully engage with the residents and public regarding the transformation.

Community Engagement

Pathways for Engagement

- Large Community Meetings
 - Personal invitations from the Mayor of Norfolk for Meetings
- St. Paul's Advisory Committee
- One on One meetings with Stakeholders
- Pastor Roundtable Meetings
- Extensive Engagement with Media Outlets
- Quarterly Newsletters
- Information Hotline
- Facebook and Dedicated website
- Workshops on HCV program, financial literacy and rental preparedness
- One-on-one interviews/assessments
- Multiple Needs Assessments Surveys



By the Numbers

- 65 Meetings Since 2013 where the Community or Community Stakeholders were represented
- 59 Meetings with direct community participation since Summer 2017
- 1000s of hours of staff engagement with residents

Transformation Plan Vision

Norfolk will revitalize Tidewater Gardens and the entire St. Paul's area to be one of the most desirable neighborhoods in the City where families and residents from all income levels, races, ages and cultures can live, learn, work, play and thrive.

